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SPARKBASE

FOR IMMEDIATE RELEASE

Merchant Data Systems Selects SparkBase

CLEVELAND – September 4, 2009 – SparkBase (www.sparkbase.com), the industry leader in private label stored value processing, announces that Merchant Data Systems, the premier Miami, FL based Independent Sales Organization (ISO), has selected SparkBase as its Gift and Loyalty network provider. In announcing the relationship, Douglas Hardman, SparkBase CEO states, “We are very pleased to have been selected by Merchant Data Systems to be their Gift and Loyalty provider. Merchant Data Systems is a forward-thinking company with a highly experienced management team. We are excited about working with them to power a first-class stored-value offering for their growing merchant base.”

Drew Freeman, President of Merchant Data Systems, says of the relationship, “Merchant Data Systems did an exhaustive search before selecting SparkBase as our Gift and Loyalty network. We were very impressed with SparkBase’s technology and leading-edge functionality, along with the company’s philosophy of allowing us to brand the offering, assemble customized products in-house and retain the direct relationship with our merchants. We are very excited about leveraging this partnership into a strong program that will benefit both our sales agents and our merchants, helping us to continue to grow our company.”

The SparkBase network allows its resellers to offer merchants, or groups of merchants, sophisticated gift and loyalty offerings with advanced features including text message and email marketing. Merchant Data Systems will begin offering their new Gift and Loyalty programs on the SparkBase network beginning in September 2009.

About SparkBase

Since 2004, SparkBase is the technology leader for the processing of private label gift and loyalty programs. Headquartered in Cleveland, OH, SparkBase processes millions of transactions annually for merchants in five countries. SparkBase uniquely offers its client the ability to private label stored-value programs on a state of the art network, without involving a middleman. SparkBase’s innovative business model and robust network have contributed to its annual growth of 150% for the past two years, an amount that will be exceeded in 2009. For more information, please visit sparkbase.com.

About Merchant Data Systems

Merchant Data Systems was founded in 1997 and offers ISO/MSP programs, Credit Card Processing, Debit Card Processing, Automated Account Settlement, Check Guarantee, Check Conversion, Electronic Benefits Transfer, Equipment Sales & Leasing, 24/7 Customer Service and Technical Help Desk, Cash Advances, Gift Card and PCI Compliance solutions. Merchant Data Systems focuses on the needs of the merchant community including the acquisition of residuals and merchant portfolios.

Merchant Data Systems is located in Miami Beach, Florida.